

ORDER



KSDK

Orders	Order / Rev:	<u>706235</u>		
	Alt Order #:	<u>06276219</u>	KSDK	
	Product Desc:	<u>AKIN FOR SENATE</u>		
	Estimate:	<u>2608</u>		
	Flight Dates:	<u>08/15/12 - 08/22/12</u>		
	Original Date / Rev:	<u>08/15/12 / 08/15/12</u>		
	Order Type:	<u>Political</u>		
Agency	Name:	<u>Strategic Media Placement LLC</u>		
	Buying Contact:		Billing Type:	<u>Cash</u>
	Billing Contact:		Billing Calendar:	<u>Broadcast</u>
		<u>3946 North Hampton Drive</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Powell, OH 432065</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Akin,T/R/Senate</u>		
	Demographic:	<u>A35+</u>	New Business Thru:	
	Product Codes:	<u>PL-US Senate</u>	Order Separation:	<u>00:15:00</u>
	Priority:	<u>P-2</u>	Advertiser External ID:	
	Revenue Codes:	<u>AGY, GEN, POL</u>	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/22/12	17	\$17,225.00	\$14,641.25	August 2012	17	\$17,225.00	\$14,641.25	0.00
					Totals	17	\$17,225.00	\$14,641.25	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Kristin Waskie Start Of Order - End Of Order 100%

Order Share

Station	Share	Revenue
KSDK	33%	\$17,225.00
Market	100%	\$52,196.97

Competitive Share

CABLE	0%	\$0.00
KDNL	2%	\$1,043.94
KETC	0%	\$0.00
KMOV	27%	\$14,093.18
KNLC	0%	\$0.00
KPLR	2%	\$1,043.94
KTVI	36%	\$18,790.91
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KSDK	08/15/12	08/17/12	M-F 5P News News Channel 5 at 5P	CM	528-530p Nightly N- WTF--		:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 -- WTF-- 1 \$1,200.00 0.00															
12	KSDK	08/15/12	08/17/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-- 111--	:30	3	\$1,050.00	P-2	0.00	NM	3	\$3,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 -- 111-- 3 \$1,050.00 0.00															
N13	KSDK	08/20/12	08/22/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTW----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MTW---- 1 \$600.00 0.00															
N14	KSDK	08/20/12	08/22/12	M-F 6-7A 6-7a	CM	6-7A	MTW----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MTW---- 2 \$600.00 0.00															
N15	KSDK	08/20/12	08/22/12	LN (M-F) LN (M-F)	CM	10-1035p	111----	:30	3	\$1,650.00	P-2	0.00	NM	3	\$4,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 111---- 3 \$1,650.00 0.00															
N16	KSDK	08/20/12	08/22/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTW----	:30	2	\$1,125.00	P-2	0.00	NM	2	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MTW---- 2 \$1,125.00 0.00															
Totals													17 \$17,225.00		